

ANGELS CAMP BRAND LEADERSHIP TEAM

Minutes of Meeting of May 11, 2010

NEXT REGULAR MEETING: TUESDAY, JUNE 8, 10:30 AM, CAMPS, GREENHORN CREEK

PRESENT: Anne Forrest, Dixon Collins, Kathy Collins, John Tichenor, Steve Fairchild, Rosie Sundell, Buck Reed, Wrenae Rowe, Lisa Boulton, Lisa Mayo, Janet Cuslidge, Vivian Daniels, George Wendt

ABSENT: Diane Gray, Jack Boeding, Kym Flaigg, Charlotte Wheeler, Niki Robison, Richard Wilmshurst, Melisa Ralston, David Hanham, Tyler Summersett, Melanie Lewis, Michele Lee

1) Call to Order:

- a) The meeting was called to order at 10:40 by the chairman, Anne Forrest.

2) Public Comment:

- a) None

3) Approval of Minutes of April 13:

- a) There were two corrections on attendance: Lisa Boulton was absent and Melanie Lewis was present. Dixon moved, Rosie seconded and minutes were approved as corrected.

4) Financial Report:

- a) In Melisa Ralston's absence, Anne reported that we had just under \$13,000 left in our 2009/2010 budget that ends June 30th.

5) Action Items to Be Completed by June 30th:

a) Painted Frog:

- i) Anne reported on the artist's progress and showed sketches. Other suggestions were that the name 'Monty' could go on a license plate. Lisa B. will donate a bike to be used.
- ii) **ACTION:** Wrenae offered to contact Isolino Ferreiro at the body shop to see if they would donate the clear coat.
- iii) It was suggested that we look for a donation of a small frog to also have redone and placed in the Visitors Center and for use on special occasions. We would take more than one if they came available. **ACTION:** Dixon to put the word out with the Chamber and ACBA.
NOTE: Following the meeting, Janet Cuslidge and Nancy Whittle of Vintage Realty donated a small frog! Our thanks for their generosity.

b) City Web Site and Stationery:

- i) Vivian reported that the final logo is now on the www.angelscamp.gov web site.

- ii) The style manual is being put up on the Branding portion. After discussion, it was decided that it should be set up so people go through the User Agreement first and fill it out and submit on line and then get a password to allow them to get to the style manual and artwork. **ACTION:** Anne to forward the user agreement to Vivian. Vivian to follow through with Computer Firemen. Anne to let Mary Kelly know that these changes are being done.
- iii) Vivian has had no luck in getting Melisa to have time to work on the City's stationery.
- c) **Angels Camp Marketing Web Site:**
 - i) Rosie reported that we need at least one more session to go through the web site and fill in blanks and check for style and content.
 - ii) **ACTION:** Meeting set for May 19, 9 am at the Collins' office. Lisa B., Lisa M., Kathy, Buck, Wrenae, Vivian, Dixon, Anne and Rosie will bring laptops. The website can be reviewed at www.angelscamp.gov/branding.
- d) **Pole Banners:**
 - i) Anne reported that she had counted all the locations along Main Street where it would be nice to have pole banners. She will transfer that onto a map with information as to whether or not the pole would need a large or small banner and need new brackets. Then we have to go to PG&E for approval to install banners on poles with no brackets.
- e) **Promotional Items:**
 - i) Buck reported that he had been getting sources and prices for producing the t-shirts, water bottles, caps, bumper stickers, etc.
 - ii) John T. suggested that we consider getting overall sponsorship for the products, such as Bull Frog Sun Screen. **ACTION:** John to research.
 - iii) Lisa B. offered to have the production undertaken by the Visitors Bureau for sale at the Visitors Center and the Museum. Ginger at the CVB handles this. The advantage of this arrangement is that it requires no financial outlay or distribution of products by the BLT. Then if other stores want to produce promotional products with the logo, they can go through their own producers. **ACTION:** Anne and Buck to meet with Ginger to work this out.
 - iv) **ACTION:** Anne to check with Mary Kelly about the grant funds that were received to produce recyclable bags.
- f) **49 Best Things to Do From Angels Camp Brochure:**
 - i) Lisa B. presented some samples of a brochure for consideration. **ACTION:** She and Vivian are to get quotes and a mock-up for approval at the June meeting.
 - ii) **ACTION:** Lisa asked that BLT members email her with ideas for the 49 best things.
 - iii) Anne stressed that this needs to be billed before the end of June and should be in stands by mid July for the summer season.
 - iv) It was agreed that we would produce as many as we can within the budget but restrict availability to stores, lodging and restaurants in Angels Camp. It will also be available on our web site.

- v) It was suggested that we need to develop a plan to track visitor growth and how visitors heard about Angels Camp. To be discussed further at the June meeting with input from the Visitors Bureau.

g) BLT Member Name Badges:

- i) It was agreed that it would be a good idea to get name badges for all members. **ACTION:** Anne to handle.

h) Service Mark Registration and Copyright:

- i) Anne reported that this can go forward now that the logo was on the city web site, but we also need to get the tag line 'Redefining the Rush' in use.

i) California Seller's Permit:

- i) Anne reported that the application is ready to be submitted.

6) 2010-2011 Budget Submission:

- a) A copy of the budget submitted to the City Council was circulated. Rosie reported on the budget workshop she attended in Anne's absence. Very few questions were asked. However, the City's situation makes it likely that we will receive anything near what we've asked for.

7) City Report:

- a) In Dave Hanham's absence, Wrenae reported:
 - i) McDonald's is proceeding.
 - ii) The City has received an application from Greenhorn Creek Resort to convert office/storage space to a 'bunk house' to house golfing groups.
 - iii) The Utica Hotel is in escrow. Janet to check to see if she can release the prospective buyers' names and to set up a meeting so Anne can bring them up to date on the branding initiative.
 - iv) In zoning, the Lee Family property received an exception to the new zoning changes.
 - v) The sign ordinance is beginning to take effect. She asked that we report to the Community Development Dept any signage eyesores we see. They have been particularly active in advance of the County Fair when traditionally many temporary signs pop up.
 - vi) The Angels Creek Trail planning is continuing.
 - vii) Bob Middleton retires in June from the Planning Commission and an ad for his replacement will go out soon.

8) Grants:

- a) Anne reported that the Façade Grant is moving well. There are close to 20 businesses/properties approved. Work could begin in the fall, with it being done in sections so the entire street is not torn up for months.
- b) The Business Recruitment Plan contract has been signed with Buxton Associates. That work will begin soon.

9) Promotion & Public Relations:

- a) Buck was thanked for the successful Mascot Naming Contest and the good publicity.

- b) Anne reported that Buzz Eggleston of the *Calaveras Enterprise* would be happy to run a regular column about the branding program. **ACTION:** Anne will prepare a couple 600-word columns for review.
- c) We all need to look for opportunities to present to various groups and get more publicity.

10) New Business:

a) Support for Commercial Rafting on the Mokelumne River:

- i) George reported on efforts to work with East Bay MUD to get commercial rafting on the Mokelumne. He also noted that the Calaveras Mentoring Program is sponsoring rafting trips on Sunday, June 6th and encouraged everyone to register to get a better understanding of the beauty of the area and the potential for Calaveras County, and to support the program.

b) Other Events, Competitions, etc:

- i) **Historic Preservation Conference – June 18, 8:45 – 4, Sonora:** The BLT should have representatives at this conference. Cost is \$35. Reserve at 533 6967.
- ii) **Tough Mudder:** Rosie reported that Bear Valley secured the Tough Mudder competition for the West Coast. It will be held the weekend of October 9th.
- iii) **Taste of Calaveras:** Vivian reported that the Business Association has moved its Taste of Calaveras to Saturday, September 18. It will again be at Dove Hill Ranch on Highway 49.
- iv) **Future Plans:** It was agreed that the BLT now needs to do more planning for the future, in terms of how the branding initiative can be sustained with limited budget and by an all-volunteer group as well as thinking 3 to 10 years into the future to begin securing conferences, competitions, and other major events for the Angels Camp locale. **ACTION:** A date will be set in the fall for a planning session, and the City Council and others such as sporting organizations and the Fair Board should be invited.

11) Next Meeting:

- a) **Tuesday, June 8th, 10:30 am, Camps at Greenhorn Creek.** Special thanks were given to Buck for arranging the meeting place.

12) Adjournment: The meeting was adjourned at 12:15 pm.